

*U.S. Rural electrification
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Mar 15, 1948

SUGGESTIONS ON A PLANNED FARMSTEAD LIGHTING PROGRAM

A "Planned Farmstead Lighting Program" affords rural electric cooperatives an opportunity to render their members a great service by informing them as to the advantages of good lighting and how to get it and by seeing that the lighting equipment which members need is available in a price range "to fit all pocketbooks."

The following outline set forth some of the phases of a planned lighting program and suggests activities which will prove effective in carrying out a planned program.

A successful program will build good-will and contribute toward the financial success of the cooperative.

SUGGESTIONS ON A PLANNED FARMSTEAD LIGHTING PROGRAM

Why the Co-op Should Sponsor a Lighting Program:

1. To take information to members on the differences between good and poor lighting in the home and on the farm, the advantages of good lighting and how to get it.
 - a. Unserved and Prospective Members need information prior to wiring and installing their fixtures.
 - b. User Members need information on improving their lighting through the use of adaptors or through replacement of unshaded fixtures with properly shaded ones (incandescent or fluorescent).
 - c. All Members need information on reading and study lamps, on other localized lighting and on bulb wattages for different fixtures and lamps.
2. To see that good lighting equipment is available throughout the system area. (Low cost equipment must be available in order that all members will be able to afford good lighting.)
3. To see that adequate financing is available where needed.

The Program Should Cover the Need for Good Lighting and Ways of Getting It in the Home and Farm Buildings.

1. Properly shaded light fixtures.
 - a. Permanent types for new installations and for replacement of poor types (particularly bare bulb fixtures).
 - b. Adaptors for modernizing bare bulb fixtures. (Adaptor type fixtures and individual clip-on or screw-on shades.)
2. Reading and study lamps with diffusion bowls (such as IES and CLM types).
 - a. Table lamps.
 - b. Floor lamps.
 - c. Pin-up lamps.
 - d. Home-made lamp activity, using REA plans (leaflet, "Make This Table Lamp"), sponsored through schools, FFA chapters, 4-H clubs and other groups.
 - e. Shades and diffusing bowls for replacement.
3. Proper wattage bulbs in all sockets (fixtures and lamps).
4. Selecting the best fixture and/ or lamp for the individual situation.

5. Fixture and lamp arrangement to provide proper distribution of light.
6. Proper use and care of lighting equipment.
7. Adequate wiring as related to farm and home lighting.

Setting Up the Program:

1. Evaluate the need of members for better lighting and the present availability of lighting equipment.

- a. Visit a representative number of homes and dealers carrying lighting equipment.
- b. Get leaders in different areas of co-op to visit some of their neighbors and develop interest among members in improving their lighting. Ask members:
 - (1) If they need good reading and study lamps.
 - (2) If they have any bare bulb fixtures they would like to replace or to modernize by use of shades or adaptors.
 - (3) If they would like to attend demonstration meetings on lighting.
- c. Ask these leaders to visit some stores in the area carrying lighting equipment and report on the kind of lamps and fixtures found and prices of same.

2. Clear the program at board of directors' meeting and discuss ways directors can help. (They may offer tangible boost to the program by modernizing the lighting in their own homes and inviting the neighbors in before and after making improvements.) Discuss the financing of lamps and fixtures on S-5 loan or by other means.

3. Call meeting or series of meetings of electrical appliance dealers, wiring contractors, variety stores, furniture and hardware dealers who might be interested in carrying lamps, fixtures and adaptors. Invite wiring inspector and representative educational leaders.

- a. Give dealers information on the needs of members and the benefits of the program to members. Discuss the present lighting equipment supply situation.
- b. Present the proposed co-op program of activities to them.
- c. Inform dealers of the types of fixtures and lamps being recommended and give reasons for the recommendations.

MAR 2 1948

- d. Be in a position to suggest sources of lamps, fixtures and adaptors and give some information as to possibility of pooling dealer orders to get better prices, especially on lamps. Discuss the advantages of dealers offering special prices on groups of two or more lamps per customer and special prices for a thirty to sixty day period to get immediate buying action.
- e. Discuss dealer participation in the program:
 - (1) The advantages of the program to dealers - getting people into their stores, getting their names before people and the direct-profit motive.
 - (2) The part of dealers in making the program a success.
 - (3) The importance of stocking correct types of equipment, advertising, etc.
- f. Discuss and agree upon timing of the various phases of the program in relation to the dealer problems of securing equipment, and the cooperative problem of coordination with other activities.

4. Discuss the program with educational workers and community organizations to inform them, to coordinate the program with their activities and to enlist their support.

Carrying Out the Program.

- 1. Announce the decision of co-op to sponsor a program on "Planned Farmstead Lighting" (brief story on the program - co-op to sponsor demonstration meetings with members - with school groups - clubs and other groups - dealers to make equipment available - the part of co-op members in making the program a success).
 - a. In newsletter and in special letters to members.
 - b. In all local papers.
 - c. On radio.
 - d. Ask cooperating educational agencies to make announcement through their newsletters and meetings, and to state the part they will take in the program.
- 2. Plan follow-up publicity (use types of publicity listed above and direct mail).
 - a. To secure attendance at meetings:
 - (1) Have attendance committees to help get people to meetings.
 - (2) Get story on meeting into local papers before and after meetings.
 - (3) Send out newsletters and circular letters.

- (4) Mail hand-bills and post them in schools, rural stores, etc.
- (5) Send postcard reminders to members.

b. To keep the program before the people:

- (1) Prepare weekly news releases on progress of the program. Get pictures of demonstration homes and farms and stories of lighting improvements made in the different areas of the co-op.
- (2) Report progress of program in newsletter.
- (3) Keep before the people special offers or groups of lamps or fixtures made by dealers.
- (4) Tell the members about the part educational leaders and club groups are taking in the program.

c. To give factual information on lighting:

- (1) Use newspaper and radio to present factual information weekly. (The attached stories and spot announcements are suggestive starters along this line.)
- (2) Present lighting facts in newsletters and circular letters to members.
- (3) Obtain and distribute to members and educational workers RE News reprints on farmstead lighting and wiring and other REA material (see attachments).
- (4) Prepare or obtain and distribute other material on home and farm lighting.

3. Get cooperating dealers to advertise, set up good window displays and participate as actively as possible. Dealers may secure hand-out folders or mailing pieces from manufacturers. (See attached list of available materials.)

4. Conduct meetings throughout the area served.

- a. Demonstrate and explain good lighting.
- b. Discuss relation of wiring to lighting and other uses of electricity in the home and on the farm.
- c. Display desirable types of lamps, fixtures and adaptors, and explain their desirability.
- d. Show movies, film strips or slides on lighting. (See memo to REA borrowers from Information Services Division - Motion Pictures.)

- e. Tie in general cooperative education information (how the co-op is set up, what it means to be a co-op member, how the co-op helps its members - see "A Guide to Members of Rural Electric Co-ops").
- f. Dealers may wish to donate lamps or door prizes to secure larger attendance. Entertainment features can be used for the same purpose.

5. Give lighting demonstrations and/ or show lighting movies on assembly or chapel programs at all schools in the area. Be sure to get appropriate clearance with county school superintendent, principals, etc. Similar activities may be arranged for school classes or special groups, such as FFA and FHA.
6. Set up adequately wired and well-lighted demonstration homes and farms throughout the area. Fixtures and lamps may be sold at cost, or fixture installation cost can be borne by co-op to get members to open up their homes for demonstration purposes.
7. Sponsor a tour of some of the best lighted homes and farms in the project area. These homes and farms should also have adequate wiring. The other uses of electricity also should provide good examples, not poor ones. Tours for youth groups may be planned through schools, 4-H clubs, FFA chapters, FHA and other organizations. Tours for adult groups may be planned through home demonstration agents, adult classes of the vocational agriculture and home economics teachers and the county agents.
8. Set up a good lighting display in the co-op office and have dealers set up displays in their stores. Show lamps and fixtures suitable for each room in the house, and for the rest of the farmstead.
9. Encourage home economists to arrange displays, modernize lighting in their offices and laboratories and include information on lighting in their educational programs wherever it may be included suitably.

Special Activities.

The special activities suggested below, and others of a similar nature, may be part of an over-all "Planned Farmstead Lighting" program to be sponsored jointly by the co-op and educational workers or other groups within the area.

The following outline suggests ways in which the cooperative may sponsor such activities.

1. Youth club projects and classroom activities:

- a. Arrange through the Extension agents for boys and girls to improve home and/ or farm lighting as a part of their 4-H club electricity project. A description of their improvements might be included as a part of any of the following contests: 4-H Better Methods, 4-H Farm Safety or 4-H Home Improvement.

In 1947 a girl on a Georgia cooperative entered the 4-H club Better Methods Contest with a home lighting project. She was state winner and runner-up in the National. This teen-age girl surveyed 32 homes in her community and found a need for better lighting practices. She built a miniature living room to illustrate the correct way to light this room and gave lighting demonstrations to 1,892 people. Then at a cost of only \$30.42 she helped modernize the lighting in her own home

An activity of this type serves to inform farm people on better lighting. To encourage maximum 4-H participation, special prizes might be offered by the cooperative.

- b. Arrange through school officials and vocational teachers for FFA and FHA groups to set up projects on improved lighting.
- c. Develop activities with other youth groups in cooperative area.

2. Lighting Improvement Activity.

- a. Club Groups. To get maximum participation in homemakers' clubs and other club groups, offer special awards for club women making the greatest improvements in home lighting during a stated period. Judging might be based on a written description of improvements, with the final award being made after personal visits to homes where narrative reports indicate the most outstanding improvements.
- b. The co-op may sponsor lighting improvement competitions open to all co-op members and their families.

3. Home-made Lamps and Yard Lights.

The making of lamps and yard lights offers opportunities for individuals and groups to learn about good lighting and to gain practice in simple wiring and woodworking. Lamps may be made for use on teachers' and Extension agents' desks and for illustrative material for educational meetings. Co-op should see that all materials for making lamps are available. The co-op may furnish materials at cost to school groups and individuals wishing to make lamps.

- a. Get shop classes, 4-H clubs and other groups to make lamps.
 - (1) Suggest that teachers, county agents and home agents sponsor home-made lamp activities with their groups. Furnish each agent with a plan of a home-made lamp. Advise them of the availability of wiring materials, shades, diffusing bowls and holders for bowls. (Estimate the total cost per lamp.)

- b. Encourage co-op members to make lamps.
 - (1) Publicize availability of plans and materials for making lamps through the newsletter, meetings and personal contacts in the co-op office.
 - (2) Display home-made lamps at the co-op office and at meetings. Give out plans to interested members.
- c. Encourage shop groups and other interested in a money-making activity to consider making and selling good home-made lamps and yard lights.

4. Conversion of Oil Lamps.

- a. Insure the availability of conversion parts and inform the members of sources of supply.
- b. Display good examples of useful and attractive converted lamps in stores in the co-op office and at meetings. Include in display conversion parts and steps in converting lamps.
- c. Prepare and distribute drawings showing how to convert lamps (oil to electric; raising short lamps) through:
 - (1) Newsletter.
 - (2) Interested members.
 - (3) Home agents and teachers of home economics, industrial arts, agricultural shop classes and rural grades.
- d. A lamp show might be sponsored on a project-wide basis or through homemakers' clubs, 4-H clubs and vocational groups. The show may be held in conjunction with community meetings or annual meeting.
- e. Have members who have converted lamps display them or enter them in a lamp show featuring the following types:
 - (1) Reading and study lamps.
 - (2) Decorative lamps.
 - (3) Dressing table lamps.

5. Lamp Bulb Activity.

The purpose of this activity should be to help members get enough light to meet their seeing needs. Both quantity and quality of light are affected by the selection of the right bulb for each socket (fixtures and lamps).

- a. Include in the newsletter a pictorial presentation of bulb sizes in relation to lamps and fixtures (a good diagram of this type is attached).

- b. Send or have dealers send to all members a folder with diagrams of different type lamps and fixtures showing proper bulb wattages (see list of material available to dealers, page 18).
- c. Post charts in co-op office showing bulb sizes in relation to lamps and fixtures. Ask the following people by mail or personal contact, to post this type of material on their bulletin boards or in their offices:
 - (1) County farm and home agents.
 - (2) Agricultural and homemaking teachers, rural school teachers, dealers, etc.
 - (3) County health workers.
 - (4) County superintendents of schools.
- d. Discuss and plan with dealers special activities on bulb sales.
- e. Co-op and dealer service trucks may carry lamp bulbs and posters.

TALK OR DEMONSTRATION OUTLINE

"GOOD LIGHTING"

ADVANTAGES -- Good Lighting is a Good Investment

1. Protects eyesight
2. Reduces accidents in the home
3. Saves time and makes work easier
4. Makes a more cheerful and happier home

QUANTITY -- Enough Light to See Easily

1. Use right size bulbs
2. Have shaded light fixtures and good reading lamps
3. Keep fixtures and lamps clean
4. Have light colored ceilings, walls, etc.

QUALITY -- Comfortable to Eyes

1. Use shades to soften light
2. Use diffusion bowls to distribute light
3. Balance general and local lighting

LOCATION -- For Comfort and Convenience

1. Have fixtures for general light and local light on work areas
2. Use portable lamps for reading, sewing and other close work
3. Place lamps and fixtures to reduce shadows and reflected glare on seeing tasks.

SUGGESTED NEWS RELEASES

Release No. 1

The _____ is sponsoring a series of meetings
(Co-op) throughout the co-op area to discuss and demonstrate better lighting,
_____, announced this week. _____ (Name and
(Manager or Electrification Adviser) title of speaker) will be the principal speaker. A movie on better
lighting will be included in the program.

The meetings will be held at _____

(Time and location)

Members of the _____ have expressed interest
Co-op in securing up-to-date information on better lighting for the home and
farm.

The dealers throughout the area have agreed to stock good lighting
equipment at reasonable prices.

The _____ is therefore sponsoring a program,
(Co-op) "Planned Farmstead Lighting," to bring to its members the information
they need in order to make the best use of electricity for lighting.

In explaining further why the _____ is sponsor-
(Co-op) ing this program, _____ pointed out the
(Manager or Electrification Adviser) following facts:

"Good lighting in the home is particularly important for children
in school, as shown by the fact that 15 percent of all grade school
children wear glasses or need them. This number goes up to 24 percent
when the children are in high school.

"The number of children with defective eyesight can be lowered if
the children work and play under good lighting conditions," Mr. _____
continued.

"Good lighting is just as important to other members of the family, and it makes the home a better place in which to live. It costs very little to have good lighting in the home," he said.

All persons interested in lighting are invited to attend the meetings, and bring their neighbors. A demonstration will be given to show examples of good reading and study lamps and properly shaded light fixtures. How to modernize bare bulb fixtures at low cost and how to make a reading lamp also will be discussed and demonstrated.

How to use existing facilities to get the best possible lighting will be discussed by _____ at a series of meetings in this vicinity next week.

(Speaker) will appear before _____

(Groups, places and dates) _____

The meetings are being sponsored by _____.
(Co-op)
A movie on lighting will be shown at the meetings.

A specialist in lighting will speak (or demonstrate), _____

(Biographical sketch of speaker, including work on lighting)

The meetings have been planned in the interest of better lighting in the home and on the farm, _____ of the _____ (Manager or Electrification Adviser) _____ said. He pointed out that war and post-war (Co-op) shortages of good lighting equipment have seriously affected the lighting in many homes.

A booklet entitled, "Planning Your Farmstead Wiring and Lighting," which contains much valuable information on the subject, will be distributed at the meetings, along with other helpful material on lighting. A question-and-answer period will be held to answer questions from the audience. Good low cost lighting equipment will be demonstrated.

(Name)

(Manager or Electrification Adviser)

of

(Co-op), said this week that surveys show 15 percent of all lamp sockets in the country are empty. Another 10 percent contain bulbs too small to do a good lighting job. Lamps of correct wattage are available to fill empty sockets.

"The difference in the amount of electricity for good lighting and for poor lighting amounts to only a few cents a month," Mr. _____

(Manager or
pointed out. A good reading and study lamp
Electrification Adviser) should be provided for each place in the home where close work, such as
reading, writing and sewing, is done.

Other facts on lighting brought out by the

(Manager or Electrification

Adviser) are:

1. A 100 to 150 watt lamp bulb should be used in table model reading lamps; a higher wattage is desirable for floor lamps.
2. One 100-watt bulb gives 62 percent more light than four 25-watt bulbs but uses the same amount of electricity.
3. Sewing requires better light than any other task normally performed in the home. This is due to the lack of contrast between the thread and cloth and the close work required.
4. We should protect our eyes, because, through seeing we get 87 percent of all of our knowledge.
5. Scientists have developed a meter which measures light in footcandles. Outdoor light on a bright summer day totals 8,000 to 10,000 footcandles. Many homes have only two to five footcandles of light when all lights are turned on.

6. A child at study should have at least 50 footcandles of light.

For sewing, 100 footcandles is the recommended amount.

7. Dark shade linings may waste as much as 50 percent of your light.

The dark color absorbs the light. Blackened lamp bulbs also rob you of light in the same manner.

Better lighting in the home means better living for the family, according to _____ of _____ (Manger or Electrification Adviser) (Co-op)

Good lighting gives comfort, helps protect eyesight, promotes safety, cheer and convenience. Having enough light and light of good quality is essential for these purposes.

Most home lighting has four common faults which have a bad effect on the eyes, Mr. _____ said. These are (Manager or Electrification Adviser) glare, insufficient light, sharp contrasts and harsh shadows.

Experts in the field of home lighting have done a great amount of research to find out how to correct these faults. These specialists believe that everyone can have good lighting in the home with little expense.

Glare can be eliminated by properly shading all lamp bulbs. Plenty of light can be obtained by filling sockets with lamp bulbs of the right size and using table and floor lamps. Balancing general lighting in the room with light for close seeing is important. Careful distribution of light does away with sharp contrasts and harsh shadows.

Different activities in the home require different amounts of light. It does not take as much light to peel potatoes as it does to read the newspaper. Reading, sewing, writing and studying are some of the activities that require a lot of light.

What most people do not realize, Mr. _____ said, is that poor lighting wastes energy and time as well as strains the eyes. It builds up nervous tension, creates discomfort and fatigue and may affect a person's disposition.

Mr. _____ lists the following ways in which lighting can be improved at little expense:

1. Put the right types of shades on exposed lamp bulbs.
2. Convert and modernize light fixtures.
3. Put lamp bulbs of proper size in all sockets.
4. Use portable lamps for reading, sewing and other close work.
5. Place lamps and fixtures to reduce shadows and reflected glare.

SUGGESTED RADIO SPOTS

Eyes are rationed -- you get only two in a lifetime. Good lighting is good insurance against injury to young eyes. Good reading and study lamps are available at low cost. Don't put off giving your child the advantages of good lighting.

0-0-0-0-0

There is no substitute for good lighting. It gives your children the light they need to get ahead in the world. It protects the home-maker from eyestrain. Did you know that sewing is harder on the eyes than almost any other job in the world? To make it easier, have a good lamp to sew by. Shade all light bulbs for eye comfort and for added beauty in the home.

0-0-0-0-0

If your lighting is poor because of empty sockets, these empty sockets are robbing you of energy every time you turn on your lights. Lighting experts have proved that inadequate lighting strains our eyes. We frown and squint. The drain on our energy makes us tense and irritable. To save energy and for a better disposition, fill your empty sockets today. Shade all bulbs for a more comfortable attractive light. Have good lamps for reading, studying and sewing.

0-0-0-0-0

Too many eyes are defective because of poor lighting in the home. Just remember that without light, there is no sight--and the better your lighting, the better you can see. Before you sit down to read or sew, check the bulb you are going to use for light. If it is 75 watts or less, you won't have enough light. Change that bulb to 100 watts or more! A lamp that won't take a 100 watt or larger bulb is not a good lamp for reading or sewing. Don't abuse your eyes. Get a good reading and study lamp today.

LIGHTING PUBLICITY MATERIAL AVAILABLE TO DEALERS

(If dealer cooperation is secured in distributing publicity material, better over-all results will be achieved.)

1. Folders on certified lamps showing models available and special features, free from: Certified Lamp Makers, 2116 Keith Building, Cleveland 15, Ohio.
2. "Are You in the Dark About What Size Light Bulbs to Buy?"
(Folder and shopping list, information on correct wattage bulbs for lamps and fixtures.)
"Handy Heat for Handling Scores of Chores" (Infra-red lamps and uses.)
"Here's the Better Light - Bolite"
The above leaflets are available free from: Sylvania Electric Products, Inc., 500 Fifth Avenue, New York 18, New York.
3. "Lighting Guide" (Chart on correct bulb wattage for lamps and fixtures) - (No charge - shows correct wattage bulbs for different types of lamps and fixtures.)
"Eyes are Rationed" (Booklet - @ \$20 per thousand.)
"Eyes are Rationed" (Bookmark - no charge.)
"Lighting Your Way to More Money" (Farm uses of light - @ \$13 per thousand.)
"There's One Way to Be Sure of a Bright Future" (@ \$25 per thousand.)
The above are available from: Westinghouse Electric Corporation, Bloomfield, New Jersey.
4. "Lighting Idea Book - Lighting the Way to Modern Living" -
(Price 2¢ each - a small well-illustrated booklet showing pictures of a well-lighted home.)
Other useful material also available from: General Electric Company, Lamp Department, Nela Park, Cleveland, Ohio.
5. Manufacturers of lamps and fixtures also have helpful display material and hand-out leaflets.

